

SRINIVAS INSTITUTE OF TECHNOLOGY

Valachil, Mangalore - 574 143.



TEACHER'S DIARY


NAME	RASHMI
DEPARTMENT	MBA
SEMESTER	IV
YEAR	2018.


SRINIVAS INSTITUTE OF TECHNOLOGY

Valachil, Mangalore.

Staff Profile

Year/ Semester: 2018 / IV

1. Name of the faculty : RASHMI
2. Department : MBA
3. Qualification: MBA , PGDMM
4. Designation : Assistant Professor.
5. Permanent Address with Telephone No. : 21-16, Near Ambedkar Maidan, Thokkotte, Ullal, Mangalore 575020.
6. Local Address with Telephone No. : - Same -
7. Specimen Signature : 


Signature of the Head of
Department

Work Plan

Subject Name: <u>E - Marketing</u>	Sem.: <u>IV</u>	Dep./Sec.: <u>MBA Marketing</u>
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16MBAMM403.

Class	Topic to be covered
1	Unit 1 : Introduction to E-Marketing, Past-future-Today.
2	Business Models & Strategies : Planning - electronic planning.
3	Strategic drives, E-Business Models, Performance Metrics
4	Balanced Score Card.
5	Unit 2 : E-Marketing planning Process.
6	E-Marketing Planning Process
7	E-Marketing Plan.
8	E-Marketing Plan.
9	A Seven step E-Marketing Plan
10	A Seven step E-Marketing Plan
11	A Seven step E-Marketing Plan.
12	Global E-Marketing Issues.
13	Country & Market opportunity Analysis.
14	Technological Readiness Influences.
15	Wireless Internet Access
16	Digital Divide


 Principal
 Head

Work Done


Subject Name: <u>E - Marketing</u>	Sem.: <u>IV</u>	Dep./Sec.: <u>MIBA Marketing</u>
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Sl. No.	Date	Time	Topic covered	Sign	HOD Sign
1	28/03	11:10	Introduction to E-Marketing, past-future	<u>PL</u>	✓
2	29/03	12:05	Business Models & Strategies	<u>PL</u>	
3	2/04	3:45	Strategic drivers, Models, metrics	<u>PL</u>	
4	3/04	2:50	Balanced score card	<u>PL</u>	
5	5/04	12:05	E-Marketing planning process	<u>PL</u>	✓
6	5/04	11:10	E-Marketing planning process	<u>PL</u>	
7	6/04	9:55	E-Marketing plan	<u>PL</u>	
8	6/04	11:10	E-Marketing plan	<u>PL</u>	
9	10/04	2:50	Seven step E-Marketing plan	<u>PL</u>	✓
10	11/04	9:00	Seven step E-Marketing plan	<u>PL</u>	
11	11/04	11:10	Seven Step E-Marketing plan	<u>PL</u>	
12	13/04	9:55	Global E-Marketing Issues	<u>PL</u>	
13	17/04	2:50	Country & Market opportunity analysis	<u>PL</u>	✓
14	18/04	11:10	Technological readiness influence	<u>PL</u>	
15	24/04	2:50	wireless internet Access	<u>PL</u>	
16	25/04	11:10	Digital divide	<u>PL</u>	
	CL	EL	OOD/Holiday		
Principal					

Work Plan

Subject Name: <u>E - Marketing</u>	Sem.: <u>IV</u>	Dep./Sec.: <u>MBA Marketing</u>
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Class	Topic to be covered
1	Ethical & legal issues
2	Privacy Issue.
3	Online Expression, Cyber Security, Cyber Crime
4	Unit 3: E-Marketing Research : Data drive strategy
5	Marketing Knowledge Management
6	Monitoring Social Media
7	Technology - Enabled Approaches
8	Real space Approaches
9	Marketing Databases & Data warehouses
10	Data Analysis and Distribution.
11	Knowledge Management Metrics.
12	Consumer Behaviour Online - Seg, Target, Positioning.
13	Unit 4:- E-Marketing Management : Product - on Internet
14	Creating Customer value Online, Product Benefit.
15	Product Development, Pricing.
16	Distribution - channel.


 Principal
 HOD

Work Done

Subject Name: <u>E-Marketing</u>	Sem.: <u>IV</u>	Dep./Sec.: <u>MBA Marketing</u>
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Sl. No.	Date	Time	Topic covered	Sign	HOD Sign
1	26/04	12:05	Ethical & legal issues	<u>PL</u> oo	✓
2	27/04	9:55	Privacy Issue.	<u>PL</u> oo	
3	30/04	3:45	Online Expression, cyber security & crime	<u>PL</u> oo	
4	02/05	11:10	E-Marketing Research: Data driven	<u>PL</u> oo	
5	03/05	12:05	Marketing knowledge Management	<u>PL</u> oo	✓
6	07/05	3:45	Monitoring Social Media	<u>PL</u> oo	
7	09/05	2:50	Technology - enabled Approaches	<u>PL</u> oo	
8	12/05	11:10	Real space Approaches	<u>PL</u> oo	
9	17/05	12:05	Marketing Database & data warehouses	<u>PL</u> oo	✓
10	18/05	9:55	Data Analysis & distribution	<u>PL</u> oo	
11	23/05	11:10	Knowledge Management Metrics.	<u>PL</u> oo	
12	24/05	12:05	Consumer Behaviour Online STP	<u>PL</u> oo	
13	25/05	9:55	E-Marketing Management: Product	<u>PL</u> oo	✓
14	28/05	3:45	Creating Customer value, Product Benefit	<u>PL</u> oo	
15	29/05	2:50	Product Development, Pricing	<u>PL</u> oo	
16	30/05	11:10	Distribution - channel	<u>PL</u> oo	
	CL	EL	OOD/Holiday		

Principal



SRIINIVAS INSTITUTE OF TECHNOLOGY, VALACHIIL, MANGALORE
APPRAISAL OF THE PERFORMANCE OF THE FACULTY BY THE STUDENTS

Department/Section : Physics Department, B₁ Semester : II Date of Appraisal : 10/5/2013

Make you own appraisal and award marks in the scale as mentioned below:

Grade	Very Good	Good	Average	Below Average	Poor
Rating	5	4	3	2	1

This Appraisal aims at improving the performance of the faculty. Kindly do it wholeheartedly and honestly. The identity of the students will be kept highly confidential.

Sl. No	Name of the faculty	Subjects taught	Regularity/ punctuality in conducting the classes	Overall Discipline in the class	Knowledge of the subject	Present w/ on skill	Interaction with the students in the class	Teaching Methods/ gr	Spoken / Coverage in time	Accessibility to the students after class hrs.	Ability to deal with students	Encouraging capacity of teacher for group activities	Inspiring & motivating capacity	Fairness in Assessment	Modern methods of teaching	Attitude towards students / profession
1	Ravi Kumar	Maths	5	5	5	5	5	5	5	4	3	2	5	5	5	5
2	Shreehari MN	Physics	5	5	5	5	5	4	5	4	5	5	4	5	5	5
3	Remya shree	civil	5	5	5	5	5	5	5	4	5	4	5	5	5	5
4	Lakshmi S	Mech	5	5	5	4	5	3	5	4	5	5	5	5	5	5
5	Krishna Shomale		5	5	5	4	4	4	5	4	4	2	4	5	5	5
6	Ramya Rathi	work shop	5	5	5	3	3	3	5	4	3	1	1	5	1	1
7	Shrimal	Phys	5	5	5	5	5	5	4	4	5	4	5	5	5	5
8	Manojakrishna	Chem	5	5	5	4	4	2	5	4	5	5	5	5	5	5
9																
10																
11																

Any other comments / improvements expected of the faculty:



SRINIVAS INSTITUTE OF TECHNOLOGY, VALACHIL, MANGALORE
APPRAISAL OF THE PERFORMANCE OF THE FACULTY BY THE STUDENTS

Department/Section	Computer Science / I.T. B4	Semester	I st	Date of Appraisal	10-05-2017
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Make your own appraisal and award marks in the scale as mentioned below:

Grade	Very Good	Good	Average	Below Average	Peer
Rating	5	4	3	2	1

This Appraisal aims at improving the performance of the faculty. Kindly do it wholeheartedly and honestly. The identity of the students will be kept highly confidential.

Sr	Name of the faculty	Subjects taught	Responsibility punctuality in conducting the classes	Overall Discipline in the class	Knowledge of the subject	Present ation sk. I	Interaction with the students in the class	Teaching Methodology	Sybal Completion / Coverage in the	Attendance in the students after class	Ability to deal with students	Encouraging capacity of teacher for group activities	Inspiring & motivating capacity	Formative Assessment	Modern methods of teaching	Attitude towards professional profession
1	Bodhika	Maths	5	4	4	2	3	2	5	5	5	2	2	5	4	5
2	Shruti	Physics	5	3	2	3	2	3	4	5	3	2	2	4	3	4
3	Ramyaashree	Chem	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	Lokesh	Mech	5	3	3	4	3	1	4	4	4	5	5	5	5	5
5	Raksha	Electrical	2	2	0	1	2	2	4	3	0	0	0	3	0	3
6	Somashekhar	WSS I & II	5	5	5	5	5	5	5	5	5	5	5	5	5	5
7	Anusilla	PHY LAB	5	5	5	5	5	5	5	5	5	5	5	5	5	5
8	Hemantkumar	C.P.H	5	5	5	5	5	5	5	5	5	5	5	5	5	5
9																
10																
11																

Any other comments / improvements expected of the faculty:



SRIINIVAS INSTITUTE OF TECHNOLOGY, VALACHIIL, MANGALORE
APPRAISAL OF THE PERFORMANCE OF THE FACULTY BY THE STUDENTS

Department/Section : Physics / P4 Semester : 2nd Sem Date of Appraisal : 10/5/17

Make your own appraisal and award marks in the scale as mentioned below:

Grade	Very Good	Good	Average	Below Average	Poor
Rating	5	4	3	2	1

This Appraisal aims at improving the performance of the faculty. Kindly do it wholeheartedly and honestly. The identity of the students will be kept highly confidential.

Sl. No	Name of the faculty	Subjects taught	Regularity/ conducting the classes	Overall Discourse in the class	Knowledge of the subject	Presentation skills	Interaction with the students in the class	Teaching Methodology	Updates / Coverage in time	Accessibility to the students in the class	Ability to deal with students	Encouraging capacity of teacher for group activities	helping & motivating faculty	Feedback in Assessment	Modern methods of teaching	Attitude towards students/ profession
1	Radhika	maths	S	4	5	4	4	5	4	5	5	5	4	5	5	3
2	Shradha K	phys	S	4	5	5	4	5	4	5	5	5	4	4	5	5
3	Ranghnae	civil	S	5	5	5	4.5	5	5	5	5	5	4	5	5	5
4	Lokesh H.	mech	S	5	5	5	4.5	5	5	5	5	5	4	5	5	5
5	Rakesh D	ele.	S	4	5	5	4	5	4	3	5	5	4	4	5	2
6	Rangamath	sport	F	4	5	5	4	5	4	3	5	5	4	4	5	5
7	Shanel	pey	S	5	5	5	5	5	5	5	5	5	4	4	5	5
8	Narada Krishna	Geat	S	5	5	5	5	5	5	5	5	5	4	4	5	5
9																
10																
11																

Any other comments / improvements expected of the faculty: